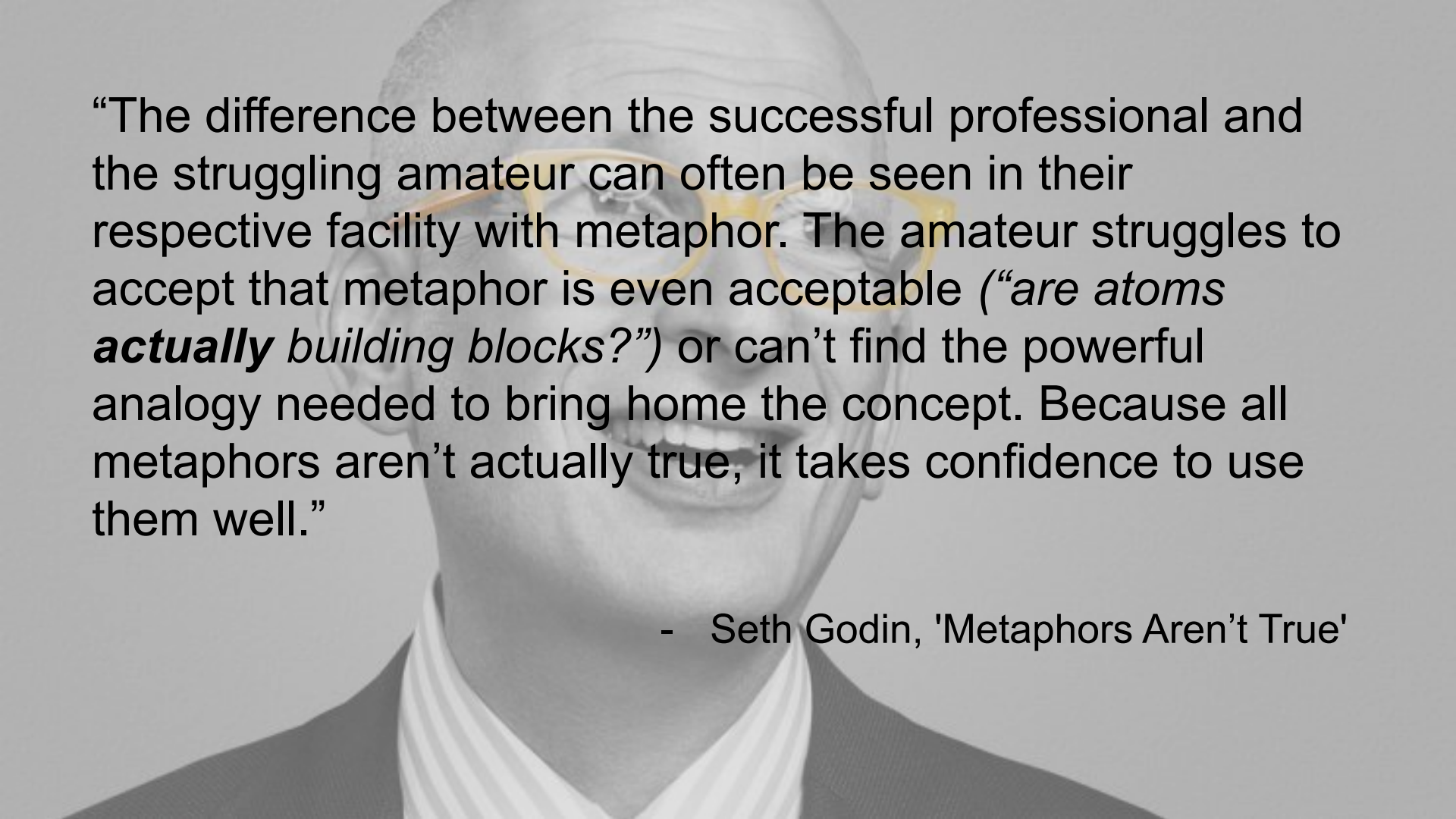




AMICAL 2020

The importance of
'productive ambiguity'



A faded, grayscale background image of a man with glasses and a suit, smiling. The image is centered and serves as a backdrop for the text.

“The difference between the successful professional and the struggling amateur can often be seen in their respective facility with metaphor. The amateur struggles to accept that metaphor is even acceptable (“*are atoms **actually** building blocks?*”) or can’t find the powerful analogy needed to bring home the concept. Because all metaphors aren’t actually true, it takes confidence to use them well.”

- Seth Godin, 'Metaphors Aren't True'

**GENERATIVE
AMBIGUITY**

**CREATIVE
AMBIGUITY**

**PRODUCTIVE
AMBIGUITY**

<https://ambiguiti.es>

**DEAD
METAPHORS**